

Letter of Authorization

I, _____, hereby appoint Eunjeong Lee as my proxy holder for the purpose of attending 51st Annual General Meeting of Shareholders(including the resumption meeting and annual meeting) of Cheil Worldwide Inc., on March 21, 2024.

This person is authorized to exercise voting rights by indicating his being for or against the agendas below:

1. Shareholder No:

2. Shares held:

3. Shares eligible for voting:

4. Shares authorized for voting:

5. Agendas

- Item 1: Approval of Audited Financial Statements for the 51st fiscal year
(Jan.1 2023~Dec.31 2023) including Statement of Appropriation of Retained Earnings & Consolidated Financial Statements
 - Dividend per Common Share (Plan): KRW 1,110 upon approval at the AGM

- Item 2: Appointment of Directors
 - Item 2-1: Appointment of Independent Director (Chang, Seungwha/Newly-nominated)
 - * Mr. Yoon Oh, an independent director, will be expired his term in March 2024
 - Item 2-2: Appointment of Executive Director (Kim, Jonghyun/Re-nominated)
 - Item 2-3: Appointment of Executive Director (Kim, Taihai/Newly-nominated)
 - * Mr. Jeongkeun Yoo resigned as an executive director in January 2024.

- Item 3: Appointment of Internal Auditor (Lee, Hongsub/Re-nominated)

- Item 4: Approval of the Remuneration Limit for Directors for 52nd fiscal year

- Item 5: Approval of the Remuneration Limit for Internal Auditors for 52nd fiscal year

6. Method of Exercising Voting Rights

		Item 2-1	Item 2-2	Item 2-3			
	Item 1	Chang, Seungwha	Kim, Jonghyun	Kim, Taihai	Item 3	Item 4	Item 5
For							
Neutral							
Against							

7. Authorization to Exercise Voting Rights on Proposed Amendments

- If any amendments are introduced on any of the proposed items of business, the proxy has the right to vote according to his judgment on whether such amendments agree with his opinion as indicated “for” or “against” in No. 6 above.
- However, you are asked to vote according to the instructions indicated below unless some other statement of intent has been made separately prior to the General Meeting.

Item	Instructions

※ The vote is invalid if the boxes indicating “for” or “neutral” or “against” are not clearly marked or if voting is done on a blank Letter of Authorization.

Date and Time Authorized: _____

Name of Shareholder: _____